



Accessories Merchandising

How to Merchandise and Maintain
Standards in Your Accessories Area

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Tags

Visual Merchandising, Accessories, Flexing, Replenishment, Planogram, 3PP, Bags



The Power of Your Planogram

The layout of your store's Accessories Planogram is crafted to enhance the customer experience and represent the brand. A perfectly set and well maintained planogram also reaches beyond your store and provides critical business data for our Market Support and Merchant teams.

Use this guide to merchandise your accessories and learn how to maintain our Merchandising Standards with replenishment and flexing techniques.

Accessories Merchandising

General Guidelines

The following guidelines are to be used for Accessories Merchandising:

- All Fixture Hardware should be cleaned regularly and remain free from dust and grease marks. *Damaged hardware can be replaced from your Preservation Manager.*
- Save and store all undamaged shelving and hangbars in BOH.
- Pegs should be aligned at the same level. Replace any that become warped or bent from use.
- All hanging product should be pulled forward to the end of the peg.
- All boxed and freestanding product should be aligned with the front edge of the shelf, including bags.
- Partner with your BOH team for all replenishment/Backstage requests, damaged packaging and Demo/ISU products.
- Use your store's Merchandising iPads to reference all planograms and support documents.
- Both Mac and iPad bags should be front-faced. ***Do not angle bags.***

Accessories Merchandising

Tap the subject you'd like to learn more about:



Standards Guide Standards for merchandising accessories



Bag Standards Guide Standards for merchandising Mac and iPad bags



Replenishment Learn how to keep your walls correctly stocked.



Flexing Learn how to fill empty spaces when missing product.



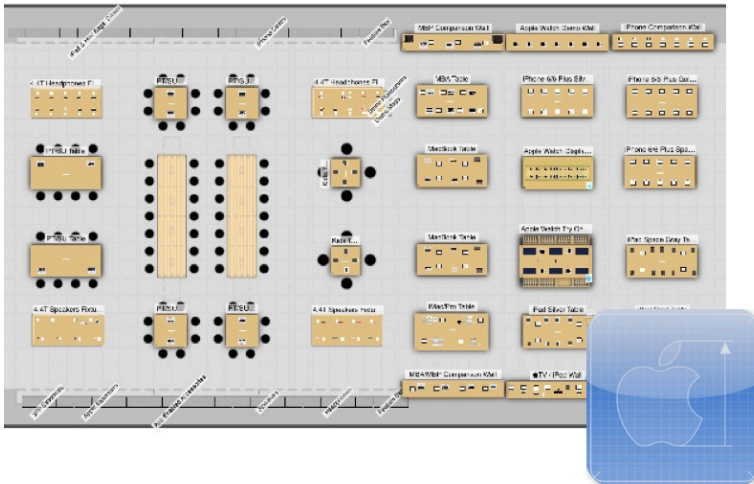
Additional Resources



Chapter One: Standards Guide

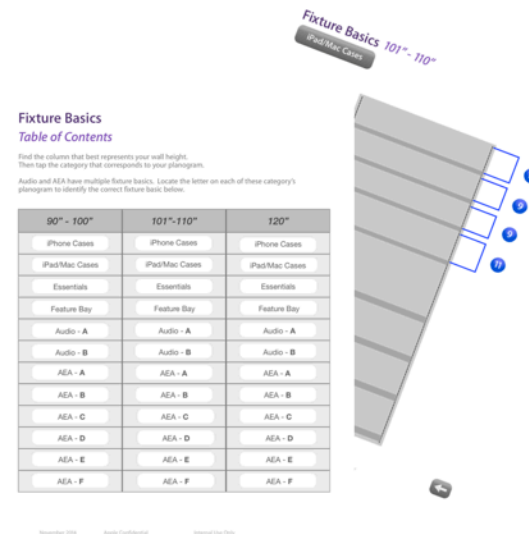
General Standards for
Merchandising Accessories

Chapter One - Standards Guide



1. iPlano

Accessories Planograms are located in iPlano. Use a Merchandising iPad to access each product category.



2. Fixture Basics

Use Fixture Basics and the Fixture Basics Guide to correctly set hangbars and shelves for each product category.

Both documents are available on RetailMe.

Chapter One - Standards Guide



3. Align product

Start with the products merchandised on the ends of the fixture hardware. Align the outermost edge of the product with the edge of the fixture hardware.

This is applicable for hangbars and shelves.



4. Align again

Repeat Step 3 for the product to be merchandised on the other side of the hangbar or shelf.

Chapter One - Standards Guide



5. Complete Planogram

Evenly space the remaining product on the bar or shelf.

For similar sized product, line up pegs top to bottom to create vertical straight lines.

*Replace any drooping or sagging pegs -
pegs out of alignment will throw off your
entire wall!*

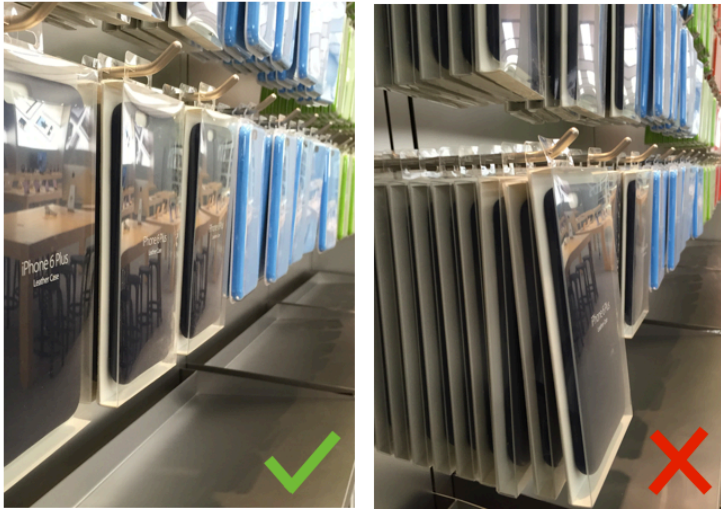


6. Exceptions

Solitary products, such as large Speaker boxes, should be centered on the shelf.

Some shelves with only two large items should be merchandised as illustrated above where all spaces are of equal size.

Chapter One - Standards Guide



7. How Much is Too Much?

Shelves and hangbars should be fully stocked, but make sure they are not overstocked. Product should never hang past the peg and boxes should never overhang the edge of the shelf.

Return excess inventory to the BOH.



8. Watch Band Guidelines

Keep a total of 10 Watch Bands per facing on the shelf.

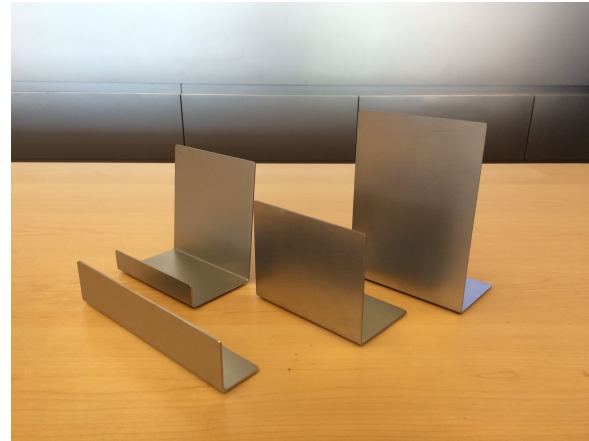
Chapter One - Standards Guide



9. Daily Maintenance

Remove dust from products and hardware with a Swiffer. Its practical handle allows you to clean those hard-to-reach places. Doing this on a ***daily basis*** keeps your accessories area clean and inviting to customers.

Swiffer is your friend.



10. Backers

There are four types of backers: Watch, small, bag, and tall. The backer should never be taller than the product it supports and the color of the backer should match the shelf.



Chapter Two: Bag Standards

Standards for Merchandising
Mac and iPad Bags and
Cases

Chapter Two

Mac Bags and iPad Bags and Cases

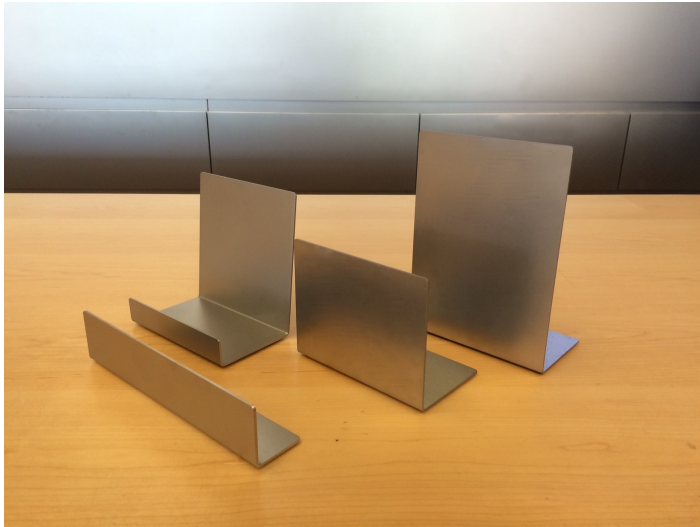
General Guidelines

- Use this Guide to determine *how* to properly set the wall and, in some cases, *how many* of each sku to use. iPlano *should not* be used as a guide on how to set the wall. It should only be used to identify correct skus for placement.

iPlano is the “*What*”. Standards are the “*How*”.

- Remove all outer shipping materials and zipper covers and tuck away all tags.
- Keep all internal packaging to present a full bag.
- Product should be arranged front to back in blocks of color, smallest to largest, light to dark colors.
- All zippers should be shut, and aligned to the left (when possible).
- BOH team should be familiar with all standards and general guidelines for proper restocking and replenishment.

Chapter Two - Mac Bags



1. Backers

Place software backers between each color or style to help keep sleeves upright and “bookend” each group so that they don’t fall over when one is pulled out.

Close zippers and align pulls to the left side of each sleeve.



2. Hard Shells

Do not angle hard shells. Place the smallest on the left side, on the front of the shelf. Place one hard shell per sku called for on planogram. Hard shells should remain on display and should be sold through runner from BOH. Use backers to keep the hard shells upright.

Chapter Two - Mac Bags



3. Messenger Bags

Straps for messenger bags should cross the front of the bag to highlight the included strap. The strap should cross tightly from the top left to the bottom right.

Front face all messenger bags - do not angle.



4. Sleeves

Do not angle neoprene sleeves. Place the smallest on the left side, on the front of the shelf. Place two sleeves per sku called for on planogram. Sleeves should remain on display and should be sold through runner from BOH. Use backers to keep the sleeves upright.

Chapter Two - Mac Bags - Dos and Don'ts



Do:

- Front face all bags and use backers.
- Keep sleeves in “blocks” by color and size.
- Follow sku allowances in this guide for each bag type.
- The front bag should sit on the left.



Don't:

- Do not “fan” product, or separate sizes and colors
- Do not overfill shelves.
- Don't push bags back on the shelf.

Chapter Two - iPad Bags and Cases



1. Third Party iPad Bags and Cases

Use software backers to bring iPad bags and cases to the front of the shelf.

Place iPad bags according to iPlano.



2. iPad Smart Covers/Cases

To avoid droopy pegs, use the following maximum quantities for each facing :

- 7x iPad Smart Case
- 10x iPad Smart Cover
- 12x iPad mini Smart Cover



Chapter Three: Replenishment

Learn how to keep your
walls stocked correctly.

Accessories Merchandising - Replenishment



1. Runner

There are a few ways to organize the replenishment of your accessories; one of them is Runner in the EasyPay app. Complete a Restocking Request for the products and quantities you need.

Product on shelves and hangbars should be full for our customers. The only exception to this is when a demo box is supplied by Market Support - this is always noted on your Planogram.

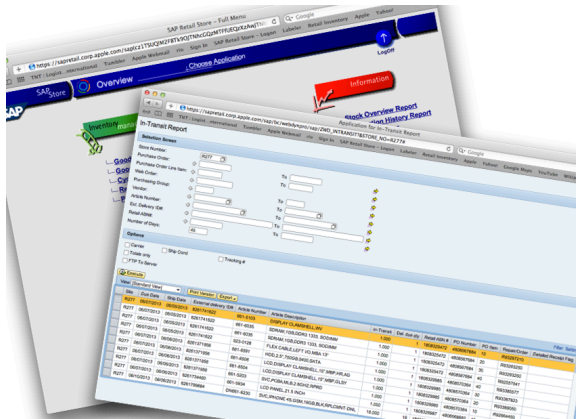


2. Back of House

Partner with your BOH team to prepare the Restocking Request to be taken to the Accessories Area.

iPlano should be used *every time* the accessories are replenished. This will ensure Market Support receives accurate reporting, as well as create the best possible customer experience.

Accessories Merchandising - Replenishment



3. In-Transit Report

Partner with your BOH team to review your store's *In-Transit Report*.

This report will let you know if a product you are missing is already on its way to your store.



6. Product Fulfillment Request

If you're missing product and there is no sign of it on the *In-Transit Report* you should work with your BOH team to create a *Product Fulfillment Request* using *Backstage*. Backstage routes the request to the appropriate planner to send you the missing product, providing they have it in the inventory.



Chapter Four: Flexing

Learn how to fill empty spaces when low on stock.

Chapter Four - Flexing



1. Missing Product?

You've sold out of a product and you've already partnered with your BOH team to order more. But there's still an empty space in your accessories area. What to do?

Let's *Flex*.



2. What is Flexing?

If you've sold out of a product and there is an empty space in your accessories area, you then need to temporarily fill it with another product.

This is *Flexing*.

Chapter Four - Flexing



3. Why Flex?

Products are merchandised by category and include sub-categories within them. Our current strategy focuses on both horizontal and vertical merchandising so it's important to observe the flow of product prior to flexing.

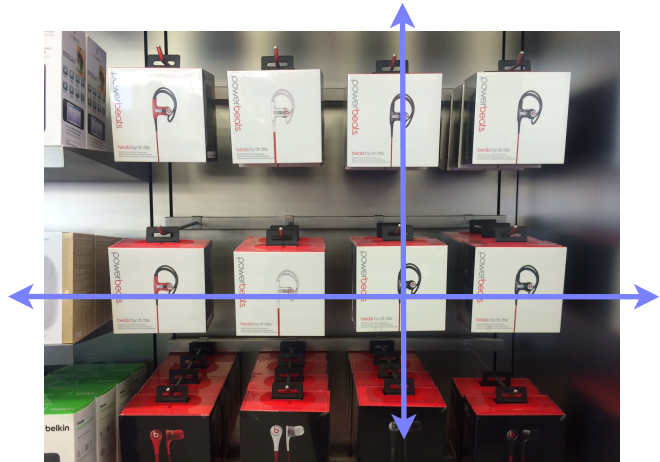


4. How to Flex

Review the adjacent products. Is the color blocking or vendor blocking running horizontally or vertically? The flexed product will be determined by the adjacent facings, stock quantities, and color blocking.

If you do not flex with these in mind, the result can be extremely distracting.

Chapter Four - Flexing



5. Current Facings

If there are multiple facings of a product and a single faced product included in the adjacencies you should consider flexing the single facing product.

This will allow the merchandising to remain somewhat balanced.



6. Stock Quantities

If you do not have enough quantity of a single facing adjacency you should flex with a product of which you have sufficient stock, ensuring that color blocking and vender blocking are uninterrupted. *Remember: Flexing is a temporary solution until replacement stock is delivered to your store.*

Resources

Need help?

RetailMe

There are several additional resources available on RetailMe. Take some time to review all documents that will help you with accessories merchandising.

These documents are available under the *Materials* section in RetailMe :

- Fixture Basics Guide
- Fixture Basics
- Mobile Runner User Guide

Getting the Latest

These additional resources are updated sporadically to support new initiatives. Make sure you're using the most recent version.



Resources

Need help?

Contacts

- Merchandising Mentors are store employees considered experts in all areas of Visual Merchandising. A list of Global Merchandising Mentors is available on RetailMe.
- The Field Merchandising Team works to ensure consistency in all stores, please reach out to storesupport@apple.com with any questions or feedback. Please include pictures from your store where appropriate.
- For questions about supplies and ordering, please contact storesupport@apple.com
- For imaging related issues please contact retailtechnology@apple.com